

Attorney's Docket No.: 06618-120002

Amendment to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

1-2. (Cancelled)

3. (Currently amended) ~~A method as in claim 1,~~ A method of scheduling and paying for advertising comprising:

booking a advertising segment with an advertising agency,
said booking comprising determining time, network, pricing and
commission parameters for said advertising segment;

Establishing an account with a clearinghouse, said
clearinghouse determining if the advertising segment actually
aired at the specified time by automatically detecting a code on
the advertising segment and verifying security of said code; and

said clearinghouse automatically authorizing payment if
said advertising segment played at the specified time and
automatically authorizing an error resolution procedure if the
advertising segment played at other than the specified time,

wherein ~~said~~ security e comprises information on the
advertising segment correlated with content of the advertising
segment.

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4. (Currently Amended) ~~A method as in claim 3,~~ A method of scheduling and paying for advertising comprising:

booking a advertising segment with an advertising agency,
said booking comprising determining time, network, pricing and
commission parameters for said advertising segment;

Establishing an account with a clearinghouse, said
clearinghouse determining if the advertising segment actually
aired at the specified time by automatically detecting a code on
the advertising segment and verifying security of said code; and

said clearinghouse automatically authorizing payment if
said advertising segment played at the specified time and
automatically authorizing an error resolution procedure if the
advertising segment played at other than the specified time

wherein said security comprises information on the
advertising segment correlated with content of the advertising
segment, and

wherein said information correlated with the advertisement
comprises information indicative of an average brightness of at
least part of the ~~advertisement~~ advertising segment.